Public affairs report:

- 1. Utah! Where Ideas Connnect
- 2. Messaging

Growing workforce Education oriented Tech Savvy Affordable Livable

- all Olympic hosts trained on these messages
- all written materials contain these messages
- 3. Advertising campaign: convergence of recreation and technology
- 4. Economic ecosystems
 - Named
 - Supported by technology community
- 5. Website
- 6. National geographic style map